GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:226
ANSWERED ON:17.07.2017
Rural Tourism Projects
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Will the Minister of TOURISM be pleased to state:

(a) whether the Government has formulated any scheme for the promotion of rural tourism in the country;
(b) if so, the details thereof and the rural tourism projects being sanctioned/implemented in the country along with the status of such projects, State/UT-wise including Maharashtra;
(c) the details of funds allocated and expenditure incurred on such projects during the last three years, project-wise;
(d) whether the Government has identified the remote villages and small and medium cities as a spot of tourist attraction; and
(e) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism (MoT) promotes India as a holistic destination including rural sites as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the domestic and international markets, under the Incredible India brand-line, to promote tourism products and destinations of the country. MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.
For Integrated Development of Theme-Based Tourist Circuits in the country, the Ministry of Tourism has launched Swadesh Darshan Scheme in 2014-15. Under the scheme thirteen thematic circuits have been identified for development including Rural circuit.

(b) to (c): Under the Rural Circuit theme of Swadesh Darshan Scheme, the Ministry has sanctioned a project 'Development of Gandhi Circuit: Bhitiharwa - Chandrahia - Turkaulia' in 2017-18 with the central financial assistance of Rs.44.65 crore.

(d) to (e): The projects under the scheme are identified for development in consultation with the State Governments/UTs and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

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